MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2018/2019

DBS5048 – PRINCIPLES OF MARKETING

(All sections / Groups)

02 MARCH 2019
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **9** pages with **3** sections.
2. Answer **ALL** questions.
3. For section A and B, shade your answers in the OMR sheet provided.
4. For section B, shade "**A**" for **TRUE** and shade "**B**" for **FALSE**.
5. For section C, write your answers in the answer booklet provided.

SECTION A – 40 Multiple Choice Questions. (Total: 40 Marks)

***Instruction**: Answer **ALL** questions from this section and shade your answers on the OMR sheet provided.*

1. Samsung Malaysia produced 100,000 units of 65-inch television in year 2018. It best shows that the _____ of the television is high in the market during that year.
   a. needs
   b. offer
   c. wants
   d. demand

2. _____ is the act of obtaining a desired object from someone by offering something in return.
   a. Investment
   b. Exchange
   c. Competition
   d. Organisation

3. When the company gives a set of benefits and values as they promise to deliver to their customers and achieve their customer needs, it means that the company successfully applied a good _____.
   a. value proposition
   b. marketing research
   c. societal marketing
   d. market offering

4. Consumer research, product development, communication, distribution, pricing and service are all core of _____ activities.
   a. marketing
   b. positioning
   c. production
   d. outsourcing

5. Stabilo Malaysia introduces 'Fineliner Pastel Edition' based on three groups that might be interested in their new product: high school, university, and art company. These three groups are example of their _____.
   a. marketing mixes
   b. market offerings
   c. market segments
   d. marketing intermediaries

6. Which of the following is the first step in strategic planning?
   a. Setting short terms goals
   b. Developing business portfolio
   c. Defining organisational mission
   d. Identify organisation's weaknesses

7. Toyota Motor operates in many countries including Malaysia, Singapore, Taiwan and many more. The company's goal is to create a more prosperous society through automotive manufacturing. This represents Toyota Motor's _____.
   a. marketing plan
   b. business portfolio
   c. company division
   d. mission statement

8. One of the marketing efforts is by doing marketing analysis. Below are all the marketing analysis components **EXCEPT** _____.
   a. strength
   b. opportunities
   c. threats
   d. implementation

Continued...

9. Coffee Bean recently opened 200 stores in Malaysia to cater to its rapidly increasing number of demand. This is an example of _____.
   a. market penetration
   b. product differentiation
   c. market division
   d. product development

10. Which of the following is **NOT** the element of strategic business units?
   a. Company division
   b. Single product or brand
   c. Time consuming
   d. Product line within a division

11. Market stimuli consists of the following **EXCEPT** _____.
   a. price
   b. product
   c. place
   d. packaging

12. L'Oréal, the world's largest cosmetics company uses ads featuring celebrities with the hope that the celebrities' fans will see them using the company's beauty products and hence purchase the same brand of cosmetics. The cosmetics company believes that the celebrities portray the image of a _____ to the celebrities' fans.
   a. subculture
   b. status symbol
   c. lifestyle
   d. reference group

13. A brand personality is the specific mix of human traits that may be attributed to a particular brand. Which one of the following is **NOT** considered as a brand personality trait?
   a. Sincerity
   b. Ruggedness
   c. Happiness
   d. Sophistication

14. Successful organisations such as AirAsia are using _____ to engage with customers so that they can promote their products and build closer customer relationships.
   a. buzz marketing
   b. online social networks
   c. opinion leaders
   d. word-of-mouth influence

15. The four major steps in designing a customer-driven marketing strategy include _____.
   a. marketing, targeting, differentiation and positioning
   b. segmentation, targeting, differentiation and positioning
   c. segmentation, pricing, differentiation and positioning
   d. segmentation, targeting, differentiation and marketing

16. Mesra Holidays runs a premium membership club that caters to customers whose annual salary exceeds RM120, 000.00. Members of this club will enjoy discounts for luxury holiday trips. Mesra Holidays **MOST** likely follows a (n) _____ segmentation approach.
   a. age
   b. gender
   c. income
   d. lifestyle

Continued...

17. Concentrated marketing is also known as a (n) _____ strategy.
    a. mass marketing
    b. individual marketing
    c. local marketing
    d. niche marketing

18. MR. DIY is the largest home improvement retailer in Malaysia. They are locating their products, advertising, promotion, and sales efforts to fit the needs of individual regions, cities, and neighbourhood. MR. DIY applied a _____.
    a. geographic segmentation
    b. product diversification
    c. behavioural segmentation
    d. psychographic segmentation

19. A company's market offering often includes both tangible goods and services. At one extreme, the market offer may consists of a pure tangible good. Which of the following example represents pure tangible good?
    a. A GrabCar ride
    b. A Lux soap bar
    c. A Mcdonald meal with free delivery
    d. A Dell laptop with three years of comprehensive warranty

20. A Tissot watch is an example of a (n) _____ good.
    a. specialty
    b. shopping
    c. unsought
    d. convenience

21. Developing a product or service involves defining the benefits that it will offer. These benefits are communicated and delivered by product attributes such as _____.
    a. quality, features, style and design
    b. product, place, style and design
    c. product, place, price and promotion
    d. quality, features, price and promotion

22. Aryan and Sofia, intend to go to Switzerland for a holiday trip and bought a Europe travel package from Andalusia Travel Agency. As they have never used Andalusia Travel Agency service before, they were largely dependent on other customers' feedback and signals for service quality. Which of the following characteristics of service is highlighted in this example?
    a. Service distinction
    b. Service variability
    c. Service inseparability
    d. Service intangibility

23. Scientex Berhad is purchasing the entire stake in Klang Hock Plastic Industries Sendirian Berhad for RM190 million cash, which will set the tone for the group to become a regional powerhouse in the flexible plastic packaging market. This is an example of a (n) _____.
    a. joint venture
    b. new product development
    c. acquisition
    d. licensing contract

Continued...

24. Product improvements, products modifications, and original products can be an example for _____.
    a. new products
    b. product extensions
    c. prototypes
    d. testing products

25. In the _____ stage, R&D or engineering departments develop the product concept into a physical product.
    a. business analysis
    b. product development
    c. commercialisation
    d. concept development

26. At which stage of product life cycle, the sales may drop to zero, or they may drop to a low level where they continue for many years?
    a. Growth
    b. Introduction
    c. Decline
    d. Maturity

27. Disagreements between channel members may cause channel _____.
    a. conflict
    b. negotiation
    c. relationship
    d. disturbance

28. Products such as newspapers, breads and chocolates are sold in as many places as possible to provide maximum brand exposure and consumer convenience. Which distribution strategy this example is referring to?
    a. Unique distribution
    b. Intensive distribution
    c. Special distribution
    d. Exclusive distribution

29. Which of the following companies has no intermediary levels where the company sells its products directly to consumers?
    a. Cadbury
    b. Amway
    c. Nestle
    d. Colgate-Palmolive

30. The direct marketing channel consists of the producer and the _____.
    a. retailer
    b. consumer
    c. processor
    d. competitor

31. Which of the following is **NOT** one of the four important decisions that marketing management will take when developing an advertising program?
    a. Setting advertising objectives
    b. Developing an advertising strategy
    c. Setting the advertising budget
    d. Developing an advertising firm

32. _____ advertising helps to maintain customer relationships and keep consumers thinking about the product.
    a. Reminder
    b. Persuasive
    c. Informative
    d. Comparative

Continued...

33. Many firms nowadays show their expertise in making their products through YouTube videos or TV programmes. Which of the following message execution styles is illustrated in this example?
    a. Musical
    b. Fantasy
    c. Mood or image
    d. Technical expertise

34. Trivago's target market is exposed to its advertisements at least 3 times a day. This statement **BEST** represents _____.
    a. reach
    b. impact
    c. frequency
    d. engagement

35. One of the **MOST** important tools that public relations professionals use is _____.
    a. news
    b. promotion
    c. festive seasons
    d. customer details

36. Gaining _____ requires delivering more value and satisfaction to target consumers than competitors do.
    a. differentiation
    b. competitive advantage
    c. competitors marketing analysis
    d. competitive marketing strategies

37.

DATA	
U Mobile Hero Postpaid P70	Digi Postpaid 80
15GB	20GB *10GB + 10GB (4G Weekend)*
No restriction of usage Weekdays + Weekends	**Usage Restriction** 10GB only for weekdays 10GB for weekends with 4G only
 7GB Extra data for Video streaming	Free data for video streaming **not available.**

Credit to google image

Picture 1

Picture 1 above illustrates how U mobile and Digi companies compete in the market by offering their unique services to their customers. This shows that they try to achieve the objectives below **EXCEPT** _____.
    a. profitability
    b. consumerism
    c. service leadership
    d. market share growth

38. _____ is when company focuses its effort on serving few market segments well rather than going after the whole market.
    a. Focus strategy
    b. Differentiation strategy
    c. Operational excellence
    d. Overall cost leadership strategy

Continued...

39. Apple Inc. and Samsung Group are considered as _____.
    a. close competitors
    b. distant competitors
    c. niche competitors
    d. benchmarks competitors

40. Garnier Skincare e-mailed a survey to a group of its most loyal customers. The survey asked what skincare characteristics were most important to them. Their marketing staff then ranked the performance of their skincare products in each of the categories. Garnier Skincare was conducting a _____.
    a. customer marketing strategy
    b. customer value proposition
    c. customer value analysis
    d. customer lifetime value survey

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SECTION B – 10 True and False Questions. (Total: 10 Marks)

***Instruction**: Answer **ALL** questions. Answer should be shaded on the OMR sheet provided. Shade "**A**" for **TRUE** statement and shade "**B**" for **FALSE** statement.*

41. Facebook and Twitter will not affect customers' buying behaviour.

42. People differentiation requires that a company select its customer-contact people carefully and train them well.

43. Demographic segmentation divides the market into segments based on social class, lifestyle, or personality characteristics.

44. The seller's brand name and trademark provide legal protection for unique product features that otherwise might be copied by competitors.

45. Life insurance is an example of shopping good.

46. A company can imitate other companies' establish product.

47. Most successful products are immediately accepted, and quickly move to the growth stage of the product life cycle.

48. International marketers face many additional complexities in designing their channels.

49. Advertising is also used by a wide range of not-for-profit organisations, professionals, and social agencies to promote their causes to various target public.

50. In today's world, it is common for us to see an entertaining advertisement or other brand content on YouTube before seeing it on TV.

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SECTION C – 4 Structured Questions. (Total: 50 Marks)
***Instruction**: Answer **ALL** questions. Answer should be written on the answer booklet provided.*

QUESTION 1

(a) Define marketing research. (2 marks)

(b) List the **FOUR (4)** steps of marketing research. (4 marks)

(c) Briefly explain terms below and provide **ONE (1)** example for each. (6 marks)

i. Primary data
ii. Secondary data

(Total: 12 marks)

QUESTION 2

(a) What is price? (2 marks)

(b) List any **TWO (2)** types of fixed cost and **ONE (1)** type of variable cost. (3 marks)

(c) Provide any **THREE (3)** elements of pricing segmentation. (3 marks)

(d) Define promotional pricing and give **TWO (2)** examples. (4 marks)

(Total: 12 marks)

QUESTION 3

(a) Describe the term 'personal communication'. (2 marks)

(b) Give any **TWO (2)** methods of personal communication. (2 marks)

(c) List and explain the **FIVE (5)** promotion mix tools for communicating customer value. (10 marks)

(Total: 14 marks)

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QUESTION 4

(a) What is sustainable marketing? (2 marks)

(b) Identify any **FOUR (4)** sustainable marketing principles. (4 marks)

(c) List and explain any **THREE (3)** marketing impact on individual consumers. (6 marks)

(Total: 12 marks)

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